

Message Text

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FM AMEMBASSY BONN

TO SECSTATE WASHDC 2154

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SUBJECT: COMMERCIAL LOCALS US TRAINING PROGRAM

REF: STATE 083658

1. BONN WISHES TO NOMINATE TWO OUTSTANDING FSL COMMER-
CIAL SPECIALISTS FOR THE PROPOSED US TRAINING PROGRAM.

NAMES AND PERSONNEL DATA FOLLOW ALPHABETICALLY:

2. BERND HOERETH

FSL 3 - COMMERCIAL ASSISTANT

BORN JANUARY 23, 1939, BAYREUTH, GERMANY

MR. HOERETH IS FLUENT IN ENGLISH AND HAS HAD FIVE
YEARS OF SERVICE WITH THE EMBASSY. HE HOLDS A UNI-
VERSITY DEGREE IN ECONOMICS, WITH PARTICULAR EMPHASIS
ON FOREIGN TRADE RELATIONS AND POLICIES. HE IS SERVING
AS ASSISTANT TO THE COMMERCIAL ATTACHE ON MATTERS RE-
LATING TO THE OVERALL MANAGEMENT AND SCHEDULING OF THE
COMMERCIAL PROGRAM FOR GERMANY. HE IS PARTICULARLY
INVOLVED IN DEVELOPING KEY PROSPECT CALL CAMPAIGNS IN
SUPPORT OF THE TRADE CENTER AND COMMERCIAL FAIR AND
EXHIBITIONS PROGRAM, AND SUPERVISORY RESPONSIBILITY
IN CONNECTION WITH THE IMPLEMENTATION OF THE EMBASSY'S
EDP PROGRAM FOR COMMERCIAL OPERATIONS.

MR. HOERETH IS CONSIDERED ONE OF OUR BRIGHT, RISING
YOUNG FSL'S IN GERMANY AND HIS PARTICIPATION IN THE US
TRAINING PRDGRAM WOULD BE OF BOTH IMMEDIATE AND LONG
RANGE BENEFIT TO OUR TRADE PROMOTION PROGRAM.

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3. STEPHAN MOND

FSL 2 - COMMERCIAL ASSISTANT

BORN DECEMBER 19, 1923 IN ANTONIENHUETTE, GERMANY

MR. MOND IS FLUENT IN ENGLISH AT A HIGHLY PROFESSIONAL LEVEL, HAVING HAD ADVANCED TRAINING IN LANGUAGES. HE HAS DEMONSTRATED EXCEPTIONALLY COMPETENT SERVICE WITH THE USG FOR 24 YEARS. HE WILL HAVE 10-15 YEARS SERVICE REMAINING AS SENIOR LOCAL, WITH CORRESPONDING RESPONSIBILITY. HE IS NOW PRINCIPAL ASSISTANT TO THE DIRECTOR OF INDUSTRIAL MARKETING (ASSISTANT COMMERCIAL ATTACHE) AND IS CHARGED WITH MANAGEMENT RESPONSIBILITY OVER OUR COUNTRY-WIDE INDUSTRIAL MARKETING RESEARCH PROGRAMS IN SUPPORT OF THE TARGET INDUSTRY TRADE PROMOTION PROGRAM. THIS HAS GIVEN HIM UNUSUAL OPPORTUNITY TO DEVELOP EXPERTISE IN INDUSTRIAL SECTORS OF PRIMARY INTEREST TO OUR EFFORT IN GERMANY. IN ADDITION, HE HAS EXHIBITED MARKED EXECUTIVE ABILITY THROUGH HIS ROLE IN THE PLANNING AND IMPLEMENTATION OF THE "INVEST IN USA" PROGRAM. WE, THEREFORE, BELIEVE THAT US TIMING WOULD COME AT A PARTICULARLY ADVANTAGEOUS TIME AS HE ACCEPTS SENIOR RESPONSIBILITY.

HILLENBRAND

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